

**BRANFORD BOARD OF EDUCATION**  
**Communication Committee Minutes**

**DATE:** March 15, 2023

**LOCATION:** Walsh Intermediate School Cafeteria  
185 Damascus Road, Branford, CT

**SUBJECT:** Communication Committee

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**ATTENDANCE**

HERE	ATTENDEE	AFFILIATION
Y	Meredith Gaffney, Committee Chair	Board of Education
Y	Peter Berdon	Board of Education
Y	Cristina Cantu	Board of Education
Y	Meaghan DeLucia	Board of Education
Y	Ellen Michaels	Board of Education
Y	John Prins	Board of Education
N	Dr. Tim Raynor	Board of Education
Y	Laura Troidle	Board of Education
Y	Marie Watson	Board of Education
Y	Hamlet M. Hernandez, Superintendent	Central Office
Y	Rachel Sexton, Assistant Superintendent	Central Office
N	Don Neel, Chief Operating Officer	Central Office

Others present:

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**BUSINESS ITEMS**

**ITEM DESCRIPTION**

**CALL**

- 01** Meeting was called to order at 9:07 PM by Meredith Gaffney.

**PUBLIC COMMENT**

There were no public comments made at this evenings meeting.

**APPROVE MINUTES**

- 02** MOTION (Prins/Cantu) to approve the minutes from the February 15, 2023 Communication Committee Meeting.  
APPROVED UNANIMOUSLY

**DISCUSSION/UPDATE ITEMS**

**03 A. COVID-19, Social Media Metrics and Community Communications**

In his updates this evening Superintendent Hernandez discussed the following; the upcoming WIS Free COVID Vaccination Clinic (March 25), reported cases in BPS, student attendance (hovering at 94%), overall social media metrics for January and February (13.2k total impressions and 1,443 total engagements we continue to add followers), Facebook metrics (8,951 impressions, 1,194 engagements, 36 new followers with 543 total followers), Facebook top posts - Husky Health (2,980 impressions and 11 engagements) and BPS kindergarten registration (1,122 impressions and 177 engagements), Instagram metrics (2,699 impressions, 159 engagements, 49 new followers with 473 total followers), Instagram top posts – WIS perfect attendance (530 impressions and 34 engagements) and BHS Music Makers (496 impressions and 44 engagements), Twitter metrics (1,564 impressions, 90 engagements, 1 new follower with 92 total followers, 5.84% engagement rate), Twitter top posts – WIS Language Arts and a visit from Officer Rasile (539 impressions and 25 engagements) and BHS Music Makers (295 impressions and 16 engagements), key takeaways and going forward.

Continued...

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**ADJOURN**

- 04** MOTION (Prins/DeLucia) to adjourn.  
APPROVED UNANIMOUSLY

Ms. Gaffney adjourned the meeting at 9:19 PM.

The next Communication Committee Meeting will be held on April 26, 2023  
at 6:00 PM in the WIS Cafeteria.

Respectfully submitted,  
Meredith Gaffney, Secretary

Prepared by,  
Kerry Eyrich